

Envisioning Process in Medium Enterprises: An Exploratory Study of Cambodian Living Arts

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Abstract : Envisioning process (EP) in medium enterprises is treated equally in very small enterprises. Building on the concept of social construction, this study aims to explore how envisioning is constructed in a medium enterprise in which stakeholders are involved and how it is influenced. We use a unique case method based on qualitative data collected through 11 interviews representing various members of the organization. Through the discussion of the findings, we were able to confirm the social construction of the EP and to identify three main stakeholders responsible for the construction of the vision, mainly political and social powers, actors of the organization, and financial providers. Moreover, EP is influenced by external factors; in this case, the history of the organization and the value and importance of the art and the culture for Cambodians.

Keywords : envisioning process, social constructivism, medium enterprise, legitimacy

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